



THE SUMMER DESIGN WORKSHOP at Haptic Interface Design Institute

DESIGN GYMNASTICS @ Berlin 2012

to explore the sensorial approach to design; the new science of living

16- 20 July 2012

call for application

The sensorial qualities in design are the foundations of future living concepts. Masayo Ave, a Japanese architect/designer and the founder of Haptic Interface Design Institute, is a considerable pioneer who explores the studies on sensorial qualities in the field of industrial design for more than two decades.

Masayo Ave has been developing a variety of design exercise method named DESIGN GYMNASTICS, using a new sensorial approach to basic principles of design. The series of the exercise are studied carefully to stimulate and cultivate human sensorial curiosity and competence - it's flexibility, agility and balance - by stretching the design muscles supported by human's five senses, yet include also "the sixth sense".

The 2nd edition of the summer design workshop "DESIGN GYMNASTICS@Berlin 2012" directed by Masayo Ave will take place in 16-20 July 2012 in Berlin. The 5 days concentrate workshop will be held in the institute's new workshop atelier in the historical masterpiece architecture designed by Pier Vago, which is deeply hidden in Berlin Tiergarten - the huge forest central park located in the heart of Berlin city.

Each day is filled with introductory lectures, hands-on exercise of Design Gymnastic, creative brain storming, discussion, analysis and presentation. which encourages the participants to investigate basic truths and potentials of the new science of living. The workshop is performed for a group of max.limited 12 participants. The workshop is a truly unique occasion to share the intensive research experiences as well as to exchange the view with other participants with a variety of international backgrounds.

application deadline: Friday, 25 May 2012

for the further information, please visit MasayoAve creation www.macreation.org